

## Message Text

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44

ACTION AF-06

INFO OCT-01 ISO-00 EB-07 /014 W  
----- 125069

R 220930Z DEC 75  
FM AMCONSUL JOHANNESBURG  
TO SECSTATE WASHDC 4348  
INFO AMEMBASSY PRETORIA  
AMCONSUL CAPE TOWN  
USDOC WASHDC

UNCLAS JOHANNESBURG 1809

E.O. 11652: N/A

TAGS: BEXP, BTRA, SF

SUBJECT: TRADE MISSIONS: FRONTIERS INTERNATIONAL

REF: (A) JOHANNESBURG 1322 (B) BRYANT-MILLER OFFICIAL-INFORMAL  
OF NOVEMBER 19

1. JOHN ROTHCHILD CALLED AT CONGEN ON DECEMBER 9 WITH FURTHER  
DETAILS ON FRONTIERS INTERNATIONAL'S PROGRAM OF PRIVATE TRADE  
MISSIONS  
TO BRAZIL AND SOUTH AFRICA. THE GROUP SCHEDULED TO ARRIVE IN MARCH  
WILL REPRESENT THE PHILADELPHIA CHAMBER OF COMMERCE. IN APRIL THERE  
WILL BE A COMBINED MISSION REPRESENTING THE INTERNATIONAL CENTER FOR  
NEW ENGLAND, THE KANSAS STATE ECONOMIC DEVELOPEMNT COMMISSION,  
AND THE ISSOURI STATE ECONOMIC DEVELOPMENT COMMISSION. THE SPECIFIC  
COMPOSITION OF LATER GROUPS IS NOT YET FINALIZED BUT WILL  
INCLUDE SOME OF THOSE MENTIONED IN PARA 2, REF A. ROTHSCHILD  
STATED THAT DETAILED BROCHURES, ETC. WERE GIVEN TO USDOC.

2. ROTHSCHILD IS ALSO ORGANIZING A GROUP TO TRAVEL TO THE US IN  
NOVEMBER 1976, FROM SOUTH AFRICA UNDER THE AUSPICES OF THE INSTITUTE  
OF MARKETING MANAGEMENT AND WITH ASSISTANCE FROM THE JOHANNESBURG  
CHAMBER OF COMMERCE. WITH A MAXIMUM OF THIRTY PEOPLE, THE  
PROPOSED 24-DAY PROGRAM WILL INCLUDE NEW YORK, PHILADELPHIA,  
WASHINGTON DC, HOUSTON, DALLAS, LOS ANGELES, SAN FRANCISCO, CHICAGO  
AND DETROIT. THE NEW YORK PORTION WILL CONSIST, IN PART, OF A  
PRELIMINARY BRIEFING BY THE AMERICAN MANAGEMENT ASSOCIATION.  
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3. ROTHSCHILD WAS GIVEN A BRIEF OUTLINE OF THE BUSINESS SERVICES OFFERED BY CONGEN (TOP, FOREIGN BUYER PROGRAM ETC,) AND HE AGREED TO KEEP CONGEN FULLY INFORMED AS PLANS BECOME MORE DEFINITE. CONGEN ASSURED ROTHSCHILD OF ALL POSSIBLE ASSISTANCE.

4. IN CONNECTION WITH US GROUPS MENTIONED PARA ONE, CONGEN SUGGESTS THAT APPROPRIATE USDOC DISTRICT OFFICES CONTACT REPRESENTATIVES OF THESE ORGANIZATIONS TO STRESS SERVICES OFFERED BY USDOC AND CONGEN E.G. ADS, WTDR, ETC., AND EMPHASIZE THE IMPORTANCE OF PROVIDING US WITH ANY INDIVIDUAL REQUIREMENTS AT THE EARLIEST POSSIBLE DATE.  
GUTHRIE

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NNN

## Message Attributes

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**Disposition Case Number:** n/a  
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**Disposition Date:** 01 JAN 1960  
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